



**LIFE IS NOT A SPECTATOR SPORT NEITHER IS TRAVELLING**

*"We have a clear mission: To be the best sports brand in the world. Every day, we come to work to create and sell the best sports products in the world..."*



**Reebok's x Bugatti Group First Luggage Collection**

Bugatti Group, a leading manufacturer and distributor of branded luggage and bags, and Authentic Brands Group (ABG), agreed to a long-term partnership to launch Reebok's first line of travel luggage in the US and Canada.

"Our new partnership with Authentic Brands Group marks an important step in expanding our business as we add the iconic Reebok brand to our premium roster," said Andrew Hattem, CEO of Bugatti Group. "Our team is extremely motivated by this new project, and we look forward to tapping into our in-house product development and channel expertise to strategically bring this new category for Reebok to the travel market."

"The continued growth of consumers' appetite for travel is palpable," said Jarrod Weber, Group President Lifestyle, Chief Brand Officer at ABG. "Our partnership with Bugatti Group, an innovative industry expert, comes at a pivotal time. We are pleased to work with them on growing Reebok's lifestyle offerings in this category."



**Reebok x Cardi B "Let Me Be...Next Level Energy"**

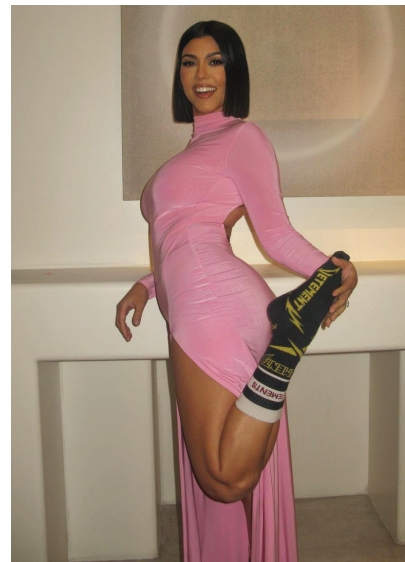
The final installment of the partnership included the return of the Club C Cardi V2 and Cardi Slide as well as an extended range of apparel inspired by the most vibrant crystals on Earth and Cardi's unmatched energy. Speaking about her final release with Reebok, Cardi shared, "For my final collection with Reebok, I had to make sure we brought it to the next level. I needed every piece from the slides to the jumpsuit to be as big, bold and fun as we could make them."



**Sam Smith**  
in Reebok Classic Leather



**Harry Styles**  
in Reebok Club C



**Kourtney Kardashian Barker**  
in Reebok x Vetements



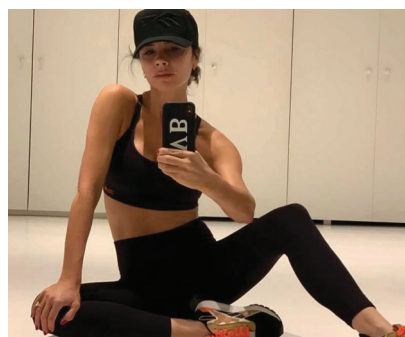
**Margot Robbie**  
in Reebok Club C



**Patrick Dempsey**  
in Reebok Classic Leather



**Hilary Duff**  
in Reebok MADWOMEN Club C



**Victoria Beckham's**  
in Reebok Sportswear

**KEY METRICS**

SINCE AUTHENTIC BRANDS GROUP (ABG) ACQUISITION

- +169%**  
BRAND POSTS
- +229%**  
ENGAGEMENTS
- +22%**  
ENGAGEMENTS PER COST
- +229%**  
NEW ACCOUNT FOLLOWERS

PR & EARNED MEDIA  
**70.5B+ ANNUAL IMPRESSIONS**

On Billboard, Complex, GQ., Vogue, C|NET, ENEWS, Marie Claire and Forbes 2021

**SOCIAL MEDIA SNAPSHOT**  
**28.8M+**

- 10.6 M** fans
- 703 K**
- 166 K**
- 4.1 M** followers
- 62.6 K**
- 105 K**



### Reebok x DC

Reebok has announced its latest collection with Warner Bros. Discovery Global Consumer Products: the Reebok x DC collection. Inspired by some of the most beloved DC Super Heroes and Super Villains, the full-family footwear and apparel line features a range of products for every DC fan.

### Reebok x National Geographic

Reebok has unveiled the third Reebok x National Geographic full-family footwear collection, inspired by wild and endangered species and National Geographic's award-winning visual storytelling. The all-vegan footwear line features the Club C 85 Vegan, Nano X2 Grow Training Shoes and kids' footwear models.



### Reebok x Street Fighter

In celebration of the iconic franchise's 35th anniversary, Reebok and video game developer Capcom teamed up to create the Reebok x Street Fighter™ collection. Designed to give fans the complete fighting experience, each piece of footwear in the collection pays homage to fan-favorite Street Fighter characters and memorable moments in the game. For this collection Reebok made a Shaquille o'neal X Street Fighter Athletic Basketball Shoes

### MAHARISHI x LT Court

On October 21, Reebok and London-based streetwear label Maharishi announced their second collaborative project. The Maharishi x Reebok LT Court Hemp calls on the sustainable plant-based fabric that's been a mainstay in Maharishi collections since the '90s.



### Human Rights Now! Collection

Reebok has introduced its latest Human Rights Now! collection, bringing awareness to equity and access in sport. Headlining the campaign is professional basketball player and Reebok partner Lexie Brown. In conjunction with the drop, Reebok is donating \$600,000 to RISE, a nonprofit that educates and empowers the sports community to eliminate racial discrimination, champion social justice and improve race relations.

### Reebok x Nao Serati

In honor of South African Pride Month, which is celebrated in October, Reebok and Nao Serati announced an expressive footwear and apparel collection late last month. The line features a range of footwear and apparel—the latter of which was designed with people of different sizes, shapes and gender identities in mind.



Amazon hosted a New York Fashion Week styling suite that included a Reebok-sponsored sneaker customization bar. More than 200 influencers were gifted Classic Leathers to customize at the event and encouraged to post across social media.